TRAFFORD
COUNCIL

Trafford Council

Employment Land Review Update – as at 1st April 2020

February 2021

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1. Introduction

1.1 There are over 13,000 businesses in Trafford. The Council and its partners are working closely with them to ensure they have the support they need to prosper and grow. Economic growth, skills and jobs are right at the heart of the council's priorities. New infrastructure is being delivered to make the borough more attractive for economic investment.

1.2 There is a wide portfolio of development sites within Trafford. This Employment Land Review (ELR) update considers the suitability of this portfolio to meet future requirements and what challenges that need to be addressed for Trafford to realise its full potential and contribute fully to the economic growth of GM and the North-West region.

1.3 ELRs are a fundamental part of the evidence base for Local Plans and the development management process, as required by the National Planning Policy Framework and the Planning Practice Guidance. This ELR update has been prepared in accordance with the guidance and methodology on assessing economic development needs in the Planning Practice Guidance.

1.4 This ELR update will form part of Trafford Council's evidence base to inform future plan making including for the emerging Greater Manchester Spatial Framework.

1.5 When defining employment land, the ELR identifies employment land as 'B' uses within the Use Class system of the Town and Country Planning Use Classes Order. This can be categorised into B1, which are generally office type uses, B2 which is manufacturing and B8 which covers storage and distribution uses.

1.6 There are two main parts of this ELR update;

- Part one identifies key issues and challenges for the supply of employment land in Trafford.
- Part two updates the suitable and available economic land supply within Trafford as of April 2020. This section also includes an assessment of the current employment allocations in Trafford in terms of their quality, constraints and taking into consideration any losses to non-employment uses.

1.7 **Please note that the data set out within the document reflects the existing employment land supply position within Trafford as at 1st April 2020. It therefore does not reflect the current economic downturn which has resulted from the worldwide Coronavirus pandemic. Going forward ensuring that Trafford responds to, and recovers from, the current social and economic impacts of Covid-19 will be a key priority for the Council.**

Part One: The Current Situation

2. Spatial context

2.1 Trafford is located in the north-west of England, in the south west of the Greater Manchester (GM) city region. Trafford shares its boundary with Manchester, Salford, Warrington, and Cheshire East. Trafford includes the towns of Sale, Stretford, Urmston and Altrincham and has direct access to the M60 motorway and also the M6, M56, M61 and M62. The Metrolink network provides strong North-South connectivity through Altrincham, Sale, Stretford, and Old Trafford. In addition, the Trafford Park Metrolink line provides public transport access to Wharfside, Trafford Park and the Trafford Centre.

2.2 Trafford is an integral part of Greater Manchester, which has devolved responsibilities from Government across a range of functions, including economic development and transport. The Greater Manchester economy is already the UK's strongest outside of London and the South East, and clear plans are in place to make it much stronger.

3. Key policies, plans and strategies

3.1 The National Planning Policy Framework (NPPF) requires local authorities to contribute towards the achievement of sustainable development in both plan making and decision making. In doing so, the planning system should support economic development by ensuring sufficient land of the right type is available in the right places and at the right time to support growth and innovation. To help achieve this, local authorities should set out a clear economic vision and strategy for the area, which positively and proactively encourages sustainable economic growth. They should set criteria, or identify specific sites, for local investment to match the strategy and to meet anticipated needs over the plan period.

3.2 The Government's Planning Practice Guidance supports the NPPF. It includes up to date advice on how strategic policy making authorities prepare and maintain evidence for economic issues:

- The best fit functional economic market area
- The existing stock of land within the area - this will indicate a baseline for land in employment uses
- The recent pattern of employment land supply and loss – for example based on extant planning permissions and planning applications (or loss to permitted development)
- Market demand – sourced from market intelligence from local data and discussions with developers and property agents, recent surveys of business needs or engagement with business and economic forums including locational and premises requirements of particular types of business
- Market signals – based on projected growth in the certain markets and demographic changes and
- Oversupply and evidence of market failure – such as physical or ownership constraints that prevent the employment site being used effectively.

3.3 The Northern Powerhouse was launched in June 2014. The aim is to transform the North of England's growth and rebalance the country's economy to establish the North region as a global powerhouse to counter the economic weight of London. Major improvements between the cities of the North are seen as a central element of achieving the Northern Powerhouse. The vision for the North is for a vibrant growing economy, acting as a magnet for inward investment, allowing the North's talent pool to become more mobile, allowing companies to access the widest pool of people and skills they need to grow and connecting businesses to each other to make them more efficient. Greater Manchester, including Trafford, is well placed to take a leading role in driving the Northern Powerhouse forward.

3.4 The **Greater Manchester Strategy** sets out the vision and a programme of action for the City Region to drive sustainable growth and deliver prosperity for all. It aims to create an environment that fosters economic growth and makes Greater Manchester an investment destination of choice. The strategy goes on to say 'a strong portfolio of industrial and warehousing locations is also critical to the success of Greater Manchester. We need to continue to nurture our existing industrial and warehousing locations to ensure that they remain competitive'.

3.5 The **Greater Manchester Local Industrial Strategy** is a long term plan aimed to increase productivity. It sets out how Greater Manchester will work with government to:

- Set Greater Manchester up to be a global leader in health and care innovation.
- Position Greater Manchester as a world-leading region for innovative firms to experiment with, develop and adopt advanced materials in manufacturing.
- Build on Greater Manchester's position as a leading European digital city-region, to maximise growing assets in cyber security.
- Enable the digitalisation of all sectors and capitalise on the links between digital and creative industries that feed internationally significant clusters in broadcasting, content creation and media.
- Launch the UK's first city-region Clean Growth Mission to achieve carbon neutral living in Greater Manchester by 2038.
- Ensure that the education, skills and employment system allow everyone to reach their potential.

3.6 The **Local Plan Core Strategy** sets out the spatial planning strategy and local planning policy framework for employment land provision. Core Strategy Policy W1 Economy states that the Council will identify a range of sites for a variety of employment uses. The Council will focus employment uses in: Pomona Island, Trafford Wharfside, Trafford Park Core, Trafford Centre Rectangle, Carrington, Broadheath and Town Centres. The Core Strategy also supports development at Davenport Green where proposals come forward in accordance with Policy R4. The Policy W1 total land allocation supply for employment is 190 hectares during the Plan period 2009/10-2025/6.

3.9 Policy W1 further reflects the wider objectives of the Council and the Core Strategy to improve the economic performance of Trafford. Policy W1 seeks to safeguard existing employment sites that are capable of continuing to meet the needs of employment uses.

3.10 A new **Trafford Local Plan** is being developed, once adopted it will set planning policies and allocate sites for development and will form the basis for making decisions on planning applications. The plan will replace all current Core Strategy and saved Unitary Development Plan policies.

4. Greater Manchester Spatial Framework

4.1 This Employment Land Review update has been prepared in the context of a sub-regional plan, the Greater Manchester Spatial Framework (GMSF) 2020.

4.2 Following the decision of Stockport Council in December 2020 to not approve the GMSF 2020 for Regulation 19 consultation or submission, the GMSF is no longer being progressed in its current form. The intention is to prepare an alternative sub-regional plan for the remaining Greater Manchester districts which will ultimately sit alongside the Trafford Local Plan as part of the overall Development Plan.

4.3 References to the GMSF 2020 have been retained within the ELR to illustrate the strategic framework that a sub-regional strategic plan may set and to give an indication of the anticipated growth in Trafford within a Greater Manchester context. This ELR presents the position as at 1st April 2020 when work on the GMSF 2020 was still progressing as originally intended.

5. Trafford economic profile

5.1 Trafford is a highly productive borough with major existing and planned employment assets. It is a strong performer within Greater Manchester and over the last two decades Trafford accounted for almost one in four new jobs created across Greater Manchester (GMFM, Oxford Economics). Economic output currently stands at around £8.1bn, making it the second largest contributor to Greater Manchester's economy and comprising 13% of the City Region's economy (GM Forecasting Model 2018).

5.2 Trafford forms an important part of the southern corridor of business activity which extends out from Greater Manchester's regional centre, through Trafford Park, Sale and Altrincham and beyond into Cheshire and Warrington. Trafford is home to a number of key employment assets. Trafford Park, a major industrial location for Trafford, Greater Manchester, the North West, and the UK, is home to over 1,300 businesses and 45,500 employees (Business Register and Employment Survey (2017). It has a diverse employment base including retail, wholesale, digital services and professional services.

5.3 The Deep Dive research, published in October 2016, provides an analysis of economic issues and opportunities across Greater Manchester and it has identified Trafford Park as a significant asset for Greater Manchester and one which must be protected and nurtured given its importance.

5.4 Of the 165,500[1] jobs in Trafford borough 36% are occupied by people who live in the Borough, meaning that around 64% are occupied by in-commuters. Around 51,114 (21.7%) residents commute out of the borough for work. This is the fifth highest level of out-commuting in GM. The trend of out-commuting is forecast to decline through to 2026 and beyond.

5.5 The reasons for the high levels of commuting out are mainly related to the borough's location close to the key employment locations of central Manchester, Salford, Stockport, Merseyside and Cheshire. Workers commuting into Trafford are attracted by the wide range of employment opportunities (very specific technical knowledge and a wide range of service sector posts).

5.6 Figure 1 shows the workplace destination of Trafford's residents in employment. The data show that Manchester and Salford are the main destination for out commuters but, 23% commute to other locations outside of GM.

Figure 1: Workplace destination of Trafford residents in employment

Workplace destination	No. of Trafford residents in employment
Manchester	24,760
Salford	6,496
Stockport	3,998
Cheshire East	2,786
Warrington	1,876
Tameside	985

[1] 2011 Census WP7103EW Workplace & Usual Residence

Workplace destination	No. of Trafford residents in employment
Bolton	897
Oldham	746
Cheshire West & Chester	686
Wigan	676
Total out-commuters	51,114
Total in-commuters	70,260

Census 2011: Location of usual residence and place of work

5.7 The Trafford Centre provides 11,000 jobs in over 185,806 sq. m. of retail, leisure and dining space. In Carrington, early phases of development have delivered a £300m SAICA paper mill and the £600m Carrington Power Station. Trafford Wharfside, which sits within MediaCityUK has seen development of a bespoke ITV production site, integrating the area with the wider MediaCityUK development.

5.8 The Deep Dive research and Northern Powerhouse Independent Economic Review have identified four prime 'capabilities' in which GM is specialised and distinctive, where it has concentrations of national class assets and which can drive economic growth. These are:

- Business, Finance and Professional Services (BFPS) – legal and accounting, insurance, business services.
- Manufacturing – advanced materials; textiles; chemicals; food & drink; role in national supply chains.
- Health Innovation – life sciences, med tech / devices, health services, devolution.
- Digital – media/creative, data analytics.
- Additional enabling and supporting capabilities include: Retail, Construction, Health and Social Care, Logistics (with regional and national market opportunities), Leisure and Visitor Economy (regional and national market opportunities) and Energy and Low Carbon.

5.9 Trafford in particular has strengths across all of these prime capabilities and particularly within BFPS, Manufacturing and Digital:

- BFPS is a key employer, with its constituent sub sectors accounting for over 1 in 4 jobs in the borough (26%)[2]. The Professional Services sub sector has the highest level of employment (16,500 jobs), a Location Quotient(LQ)[3] of 1.86 relative to the GB average (LQ 1.44 relative to GM average) confirming that Trafford has a highly concentrated level of specialism within this field.
- Creative and Digital Sector[4] is growing fast, particularly within digital and tech. Computer programming is 1.5 times more concentrated in Trafford than in GM (3,000 employed in the borough).
- The Manufacturing Sector within Trafford is highly concentrated. The Food and Drink Manufacturing sub-sector is 1.5 times more concentrated than in GB. Advanced

[2] Business Register and Employment Survey

[3] The LQ of an industry is an analytical statistic that measures an area's industrial specialisation relative to a benchmark (in this case Great Britain). LQs are calculated by comparing the industry's share of employment in GM with its share of GB employment.

[4] Definition includes SIC codes 18-Printing and reproduction of recorded media, 58 - Publishing activities, 59-Motion picture, video and television programme production, sound recording and music publishing activities, 60 - Programming and broadcasting activities, 73 -Advertising and market research, 90 - Creative, arts and entertainment activities, 7111 - Architectural activities, 741 -Specialised design activities, 742 -Photographic activities, 61 –Telecommunications, 62 -Computer programming, consultancy and related activities, 63-Information service activities

Manufacturing[5], a growing and specialist sub-sector, has an LQ of 1 compared to the GM average of 0.9, employing 6,500 people.

5.10 Trafford is highly entrepreneurial, having 122 start-ups per 10,000 working age population in 2018, compared to 132 in GM and 94.4 in the UK[6]. At a ward level, Bowden accounted for the highest number of start-ups in Trafford in 2019 (11%), followed by Altrincham (9%), Hale Central (9%), Brooklands (8%) and Clifford (7%)[7].

5.11 Trafford is highly skilled and has productive local residents and strong educational infrastructure. In 2019, half of the resident working age population (50.9%) held a NVQ Level 4 or above qualification (equivalent to a HND/HNC/degree or higher), 14.8% higher than the North West average and 10.6% above the UK average[8]. Trafford has one of the highest levels of productivity per head[9] and Trafford residents typically earn higher wages – in 2018 the gross median annual salary is £33,615, above the UK and GM wages of £29,574 and £26,819 respectively (see Figure 2).

Figure 2: Gross median annual salary, workplace-based and residence-based

Area		
Trafford	33,615	27,565
Greater Manchester	26,819	27,165
North West	27,492	27,315
United Kingdom	29,574	29,574
London	35,717	38,156

ONS: Annual survey of hours and earnings

5.12 Trafford's strong school offering is demonstrated by 95% of schools being judged by Ofsted to be Good or Outstanding. This is reflected in the levels of attainment achieved by pupils in Trafford. At both Key Stage (KS) 2 and 4, Trafford is consistently amongst the top 5 Local Authorities in the country for attainment. At KS2, 76% of pupils achieved the expected standard across Reading, Writing and Maths, significantly above the national level of 65%. At KS4, pupils attending Trafford schools have maintained the level of the 'A8' (Attainment 8) score over time, despite the tougher GCSE regime and reductions at the national level: Trafford was more than 12 points above the national score in 2018. Alongside this, the proportion of pupils gaining 5 or more GCSEs including English and Maths, at 77.1%, was 17 points above the national level. In seven of the 19 secondary schools in Trafford more than 97% of pupils achieved this latter measure. Trafford's educational infrastructure is outstanding within the context of GM and there is continuing high demand for places – including for children from outside the area. The broad reach of many of the schools within Trafford is demonstrated by the fact that 18.7% of the secondary school population come from outside of the borough, particularly to the Grammar Schools within Trafford.

[5] SIC codes 20-Manufacture of chemicals and chemical products, 21-Manufacture of basic pharmaceutical products and pharmaceutical preparations, 26 -Manufacture of computer, electronic and optical products, 27-Manufacture of electrical equipment (electronics), 28 -Manufacture of machinery and equipment not elsewhere classified (automotive), 29 -Manufacture of motor vehicles, trailers and semi-trailers (automotive), 30-Manufacture of other transport equipment (aerospace etc.), 33 -Repair and installation of machinery and equipment, 325 -Manufacture of medical and dental instruments and supplies, 7112 -Engineering activities and related technical consultancy

[6] ONS Business Demography 2018

[7] GM Business Growth Hub Start Up Support Data 2019

[8] ONS, Annual Population Survey (2018)

[9] Greater Manchester Forecasting Model (2018)

5.13 Trafford's population is projected to grow by 6.3% from 2018 to 2028, equating to 10,300 additional people[10]. The highest growth area is within the 65+ age group. The 0-15 age group is forecast to grow by 2.5% (1,285), 16-64 age group by 4% (5,663) and 65+ by 19.8% (5,195), suggesting the need for care provision and appropriate housing for later life. This forecasted increase in the 65+ age group shows a nominal increase in the dependency ratio in Trafford, from 62% in 2018 to 66% in 2027. The overall GM ratio is lower at 57%.

5.14 Trafford has high levels of life expectancy, with ONS population projections estimating that from 2018-2028 the population aged 85+ will increase by 22% (1,321). However, persistent health inequalities remain between different parts of Trafford. While healthy life expectancy in the most affluent areas of Trafford such as Hale and Bowdon are 83 years for males and 87 years for females, in the most deprived areas, such as Bucklow St Martins, Clifford and Gorse Hill, healthy life expectancy is as low as 75 years for males and 79 years for females (ONS, 2018).

5.15 In the 2019 Index of Multiple Deprivation (IMD), 7 Lower Super Output Area (LSOA)[11] in Trafford were classed in the top 10% most deprived in England (up from 4 LSOAs in 2015), and 31 LSOAs in Trafford were in the bottom 10% least deprived (up from 30 in 2015)[12]. This demonstrates that Trafford has seen an increase in the levels of deprivation since 2015. There were 3,420 benefit claimants in Trafford in 2019, which is the result of a small rise in the number of out-of-work benefit claimants observed since 2018[13]. Trafford continues to have the lowest number of benefit claimants in GM.

5.16 There is a clear distinction between the north and south of Trafford with the former having a much higher proportion of deprived communities and residents who are out of work. The highest levels of out-of-work benefit claimants (May 2019) are in three wards; Clifford has the highest level at 460, Bucklow St Martins and Gorse Hill with 325 claimants. In stark comparison, Timperley has 35 claimants; Hale Barns and Hale Central both have 60 claimants. Clifford has one of the highest LSOA claimant counts at 135 whilst LSOAs in the south of Trafford have zero claimants[14].

5.17 Trafford is at the heart of the global internet infrastructure, due to the close proximity to the only internet exchange in the UK outside of London. Trafford's connectivity is amongst the best in the country with 99% of Trafford covered by superfast broadband, compared to a UK average of 96% in 2019. Trafford Park is serviced by 'The Loop', a unique fibre network offering ultrafast connectivity reaching 10gbs. The rest of Trafford is kept connected by Virgin Media, BT and Metronet, offering speeds of up to 100mb/s.

6. Market overview

6.1 MIDAS (Inward Investment Greater Manchester) keeps a database of enquiries and it provides an indication of the types of property that potential inward investors to Trafford

[10] ONS Population Estimates 2018

[11] Lower Layer Super Output Areas (LSOAs) are built from groups of contiguous Output Areas and have been automatically generated to be as consistent in population size as possible, and typically contain from four to six Output Areas. The minimum population is 1000 and the mean is 1500.

[12] Index of Multiple Deprivation (2015)

[13] ONS, Claimant Count 2019 (Experimental Statistics)

[14] ONS, Claimant Count 2019 (Experimental Statistics)

have required over the past decade. The data (when analysed over a nine year period 2010-2019) shows;

- Enquiries do not focus just on Trafford; most will look at the whole of GM when considering their options.
- The majority of enquiries (55%) were for small properties (less than 5,000 sqft) and the second highest (28.5%) for properties 20,000 to 100,000 sqft. In 2019 the majority of enquiries for smaller properties relate to space for industrial use (30%), office (20%) and retail (15%). Enquiries for larger properties have moved from an emphasis upon focus upon the primary industrial uses (20%) to include retail (20%) and land for redevelopment (15%). More recently enquiries relating to properties for storage have also increased.

6.2 Analysis of floor space requirements shows that there is a reducing lack of demand for properties for industrial use but an increase in warehousing and office uses. Data shows that Trafford has a predicted reduced demand for industrial floor space over the next twenty years (see figure 5).

Figure 5: Industrial floorspace (Class B1/2) (sqm)

	2017	**2027**	**% Change 2017-27**	**2036**	**% Change 2027-36**
Trafford	451,800	427,500	-5.7%	399,100	-7.1%
Greater Manchester	4,385,400	4,028,300	-8.8%	3,664,400	-9.9%

GMFM, 2017

6.3 Floor space required for warehousing is predicted to increase over the next twenty years and Trafford is set to become the place of highest demand in Greater Manchester outside of Manchester City Centre (see figure 6).

Figure 6: Warehouse floorspace (Class B8) (sqm)

Trafford	650,800	693,500	6.5%	714,000	2.9%
Greater Manchester	4,901,600	5,168,100	5.4%	5,247,500	1.5%

GMFM, 2017

6.4 Floor space required for office use is predicted to increase over the next twenty years and Trafford is set to become the place of highest demand in Greater Manchester outside of Manchester City Centre (see figure 7)

Figure 7: Office floorspace (Class B1a/b) (sqm)

Trafford	628,300	692,500	10.2%	729,200	5.3%
Greater Manchester	4,038,500	4,410,100	9.2%	4,623,300	4.8%

GMFM, 2017

Part Two: Employment land needs and supply

7. Background

7.1 The Trafford Employment Land Study (May 2009) presented an estimate of the likely future extent of demand for employment development land across Trafford over the period to 2026 and an appraisal of the supply of land potentially suitable and available to accommodate that demand over that period. The purpose of this section of the document is to update the suitable and available economic land supply within Trafford for 2020 looking up to 2037 in line with the Greater Manchester Spatial Framework 2020 and Local Plan period.

7.2 The update was done through an assessment of land availability undertaken to identify the future supply of land which is suitable, available and achievable for economic development uses.

8. Existing employment land supply

8.1 The existing supply of employment land as of 1st April 2020 comprised of a total area of 783,677 sqm, of which 480,249 sqm was made up of industry and warehousing land supply and 303,428 sqm was made up of office land supply.

8.2 The supply of employment land identified comprised of:

- Sites with extant planning permission for employment use.
- Sites with expired planning permission for employment use over 500 sqm.
- Potential future employment supply sites that have had no planning application submitted that were identified in the 2009 Employment Land Review

8.3 The Urban Optimisation Study looked at potential sources for housing land supply in the urban area and this coincided with the review of the suitability of employment sites done in 2017. This ensured that the remaining employment land that comprises additional land supply has been through critical assessment.

8.4 The employment land supply divided up by the type of employment land and the time period it is expected to be developed is presented in Figure 8.

Figure 8: Total employment land supply by type of employment land and time period

Type of employment land	Floorspace gain (sqm) 2019-2024	Floorspace gain (sqm) 2024-2029	Floorspace gain (sqm) 2029-2034	Floorspace gain (sqm) 2034-2037	Floorspace gain (sqm) Post GMSF	Floorspace gain (sqm) Total
Sites with extant planning permission	91,800.79	51,823	40,007	9,068	0	192,698.79
Sites with expired planning permission	0	31,169.5	0	0	0	31,169.5
Potential future supply	128,364	172,182	169,797	44,466	45,000	559,809
All sites	**220,165**	**255,175**	**209,804**	**53,534**	**45,000**	**783,677**

8.5 The following two tables show industry and warehousing employment land supply and office land supply according to the type of employment land and the time period it is expected to be developed.

Figure 9: Industry and warehousing land supply by type of employment land and time period

Type of employment land						
Sites with extant planning permission	81,594.59	20,898	0	0	0	102,492.59
Sites with expired planning permission	0	17,707.5	0	0	0	17,707.5
Potential future supply	128,364	141,955	89,730	0	0	360,049
All sites	**209,959**	**180,561**	**89,730**	**0**	**0**	**480,249**

Figure 10: Office land supply by type of employment land and time period

Type of employment land						
Sites with extant planning permission	10,206.2	30,925	40,007	9,068	0	90,206.2
Sites with expired planning permission	0	13,462	0	0	0	13,462
Potential future supply	0	30,227	80,067	44,466	45,000	199,760
All sites	**10,206**	**74,614**	**120,074**	**53,534**	**45,000**	**303,428**

8.6 Most of the total employment land supply is made up of potential future supply sites, which is 559,809 sqm out of a total 783,677 sqm. Most of the employment land is expected to be developed between 2025-2030, which totals 255,175 sqm. The majority of all employment land is industry and warehousing land (480,249 sqm).

8.7 Altrincham as a Place for the Local Plan includes Broadheath and Davenport Green. Broadheath is an industrial estate and so contains a large amount of industry and warehousing land. Davenport Green is a greenfield site allocated for B1 office development.

8.8 Carrington and Partington is the Place with the most employment land at 324,712 sqm, of which 275,874 is potential future supply. Trafford Centre Rectangle has the second most employment land at 138,755 sqm. Carrington and Partington; and Trafford Park have the highest amount of industry and warehousing land at 324,314 sqm and 61,961 sqm respectively. Old Trafford has the highest amount of office land supply at 104,185 sqm. Trafford Centre Rectangle; and Altrincham have the second and third highest amounts of office land supply at 92,975 sqm and 65,454 sqm respectively.

8.9 The employment land supply has been divided up by the different ‘Places’ as presented in the following tables.

Figure 11: Total employment land supply by type of employment land and place

Place				
Altrincham	6,313.99	0	72,740	79,053.99
Carrington and Partington	47,890	948	275,874	324,712
Old Trafford	0	1,385	102,800	104,185
Mersey Valley	11,813	0	0	11,813
Rural Communities	0	0	0	0
Sale	660.6	0	0	660.6
Stretford	175	0	0	175
Trafford Centre Rectangle	80,898	12,077	45,780	138,755
Trafford Park	25,071	14,836	24,255	64,162
Urmston	17,170	0	0	17,170
Wharfside and Pomona	2,707	1,923.5	38,360	42,990.5
All Areas Total Supply	**192,699**	**31,170**	**559,809**	**783,677**

Figure 12: Industry and warehousing land supply by type of employment land and place

Place	**Extant permission** Floorspace gain (sqm)	**Expired permission** Floorspace gain (sqm)	**Potential future supply** Floorspace gain (sqm)	**Total supply** Floorspace gain (sqm)
Altrincham	859.99	0	12,740	13,599.99
Carrington and Partington	47,492	948	275,874	324,314
Old Trafford	0	0	0	0
Mersey Valley	11,813	0	0	11,813
Rural Communities	0	0	0	0
Sale	88.6	0	0	88.6
Stretford	0	0	0	0
Trafford Centre Rectangle	0	0	45,780	45,780
Trafford Park	22,870	14,836	24,255	61,961
Urmston	17,000	0	0	17,000

Place	Extant permission Floorspace gain (sqm)	Expired permission Floorspace gain (sqm)	Potential future supply Floorspace gain (sqm)	Total supply Floorspace gain (sqm)
Wharfside and Pomona	2,369	1,923.5	1,400	5,692.5
All Areas Total Supply	**102,493**	**17,708**	**360,049**	**480,249**

Figure 13: Office land supply by type of employment land and place

Place	Extant permission Floorspace gain (sqm)	Expired permission Floorspace gain (sqm)	Potential future supply Floorspace gain (sqm)	Total supply Floorspace gain (sqm)
Altrincham	5,454	0	60,000	65,454
Carrington and Partington	398	0	0	398
Old Trafford	0	1,385	102,800	104,185
Mersey Valley	0	0	0	0
Rural Communities	0	0	0	0
Sale	572	0	0	572
Stretford	175	0	0	175
Trafford Centre Rectangle	80,898	12,077	0	92,975
Trafford Park	2,201.2	0	0	2,201.2
Urmston	170	0	0	170
Wharfside and Pomona	338	0	36,960	37,298
All Areas Total Supply	**90,206**	**13,462**	**199,760**	**303,428**

9. Existing employment land supply

9.1 The existing supply of employment land as of 1st April 2020 comprised of a total area of 783,677 sqm, of which 480,249 sqm was made up of industry and warehousing land supply and 303,428 sqm was made up of office land supply.

9.2 Areas assessed comprised of allocations in the Unitary Development Plan (UDP) that have been taken forward to be included within the draft Land Allocations Plan (LAP). Proposed allocations for employment and warehousing in the LAP were also assessed, including UDP employment allocation boundaries that have proposed changes. The LAP evidence base was checked for the reasoning behind why UDP allocations had been removed or had their boundaries changed. This was so that the allocations to be assessed were ones that had been areas judged to appropriate for protection of employment land during the preparation of the evidence base for the LAP. This was important in order to start off with a list of allocations based on the most up to date assessments of their status and reflecting the most up to date Local Plan policy.

9.3 The LAP Trafford Park Core Employment Area or allocations within this Employment Area were not included in the assessment.

9.4 The employment UDP allocations and LAP proposed allocations assessed were:

<u>Office areas</u>

- Cornbrook Business Park (UDP and LAP)
- Cornbrook Station Office Area (UDP and LAP)
- Sale Business Park, Old Hall Road, Sale (UDP and LAP)
- Altrincham Business Park, Moss Lane, Altrincham (UDP and LAP)

<u>Industry and warehousing areas</u>

- Broadheath Employment Area (UDP and LAP)
- Dairyhouse Lane Employment Site, Broadheath (LAP)
- Atlantic Street Employment Site, Broadheath (LAP)
- Hadfield Street Industrial Area, Old Trafford (UDP and LAP)
- Longford Trading Estate, Stretford (UDP and LAP)
- Cross Street Employment Area, Sale (UDP and LAP)
- Danefield Road Industrial Area, Sale (UDP and LAP)
- Britannia Road/Dane Road Industrial Area, Sale (UDP and LAP)
- Canal Road Industrial Area, Altrincham (UDP and LAP)

9.5 An assessment was made of each site's suitability for employment uses in 2017. These assessments were done by site visits and desktop research such as through mapping software. The assessments were done against the factors listed below, which reflect those in the Government Guidance on Employment Land Reviews:

- Use class and existing use
- Type of site – greenfield, brownfield or mixed
- Non employment uses on site
- Vacant buildings on site
- Condition of existing buildings
- Air Quality Management Areas
- Land contamination
- Area character
- Heritage assets within or adjacent to the site
- Uses of neighbouring buildings/areas
- Problematic topography
- Potential impact on natural features
- Attractiveness to the market
- Whether the site is on the market
- Multiple ownership
- Location of pylons
- Heavy Goods Vehicle (HGV) access

- Small vehicle access
- Car parking on site or on the street
- Is there adequate service area?
- Is it a serviceable site?

9.6 These factors were used to build a qualitative assessment of the allocations in order to describe their general health and judge their suitability for continued employment use for industry and warehousing instead of a quantitative based scoring system.

9.7 Another stage of the assessment of the employment allocations was assessing the amount of market activity. This was done in 2017 using a Tractivity search, to show all the units up for sale/rent on the market or recent deals completed for sale/rent. A large number of units that had been on the market for a long period of time would indicate that the allocation was performing poorly on the market whereas a large number of confirmed deals for the sale or rent of units would indicate a healthy market and that the units were desirable for businesses to use. The Tractivity searches gave information on units such as use class and floorspace. An assessment using the factors above was done on each of the units that came up on the Tractivity search to assess the quality of units on the market or units that had been converted into a deal for sale/rent.

9.8 There was a search done of planning applications that have come in since 2017 to analyse the health of the market. Planning applications coming in on an allocation for non-employment uses would indicate the allocation was performing poorly on the market whereas planning applications for extensions to employment uses would indicate a healthy market.

9.9 The assessment of the allocations through site visits and desktop research of the factors listed above and the Tractivity/planning application search have led to a qualitative assessment of each allocation, describing their health, condition, desirability for businesses and suitability for continued employment use. These assessments of each of the allocations are listed below.

Office areas

Cornbrook Business Park

9.10 The area includes a business park with offices, a car dealer and a large warehouse building. Recently B1 office space has been converted into 81 apartments, a Consulate General and a day centre and so no longer functioning as B1 employment land. There is good access to the road network and to Metrolink stops.

9.11 Constraints on the area include being within an Air Quality Management Area and containing medium land contamination. The allocation is also in proximity to the Empress Conservation Area but is separated from it by a Metrolink line and built development.

9.12 This employment allocation is recommended to be reviewed in order to identify any parts that are no longer fulfilling an employment function and could potentially have their employment allocation removed. There is potential for parts of the allocation to come forward for residential development.

Cornbrook Station Office Area

9.13 This site was allocated by the UDP as part of the Pomona Strategic Location for mixed use development. The LAP proposed to allocate the site for offices separate from the Pomona Strategic Location.

9.14 The site is a strip of land between Cornbrook Metrolink stop and the Bridgewater Canal and it is currently occupied by a scrap metal merchants and vacant land. There site has good public transport access.

9.15 Constraints on the area include being within an Air Quality Management Area and containing high land contamination. Road access will likely have to be improved to facilitate redevelopment of the site.

9.16 The Cornbrook Hub Regeneration Framework (2014) sets out how the area adjoining Cornbrook Metrolink stop can be redeveloped and sets out the development parameters in respect of the mix of uses and broad site layout. On the strip of land relevant to the employment allocation, it is proposed that the scrap metal merchants will be relocated to another location and there will be a development of office blocks across the site.

9.17 There have been no recent applications on the site relevant to the purposes of this review. The site has good potential for office development in line with the proposed LAP allocation.

Sale Business Park, Old Hall Road, Sale

9.18 The site contains two office blocks and associated car parking. The site has very good motorway access. Constrains include being within an Air Quality Management Area and medium land contamination.

9.19 A drive thru bakery (Use Class A1) was recently approved on the site but there was no loss of B1 employment use.

9.20 The allocation is judged suitable for continued employment use for offices.

Altrincham Business Park, Moss Lane, Altrincham

9.21 The UDP allocation at this location included a large amount of housing as part of a mixed use development allocation. The LAP proposed to remove all of the housing and make the allocation for employment only.

9.22 The remaining area allocated by the LAP is comprised primarily of office blocks. There are industrial/warehousing units in the south east corner of the site and a Royal Mail delivery office to the North West. The site is in proximity to Altrincham interchange for public transport links.

9.23 Constraints on the site include high land contamination and adjacent to a Registered Park and Garden (Stamford Park).

9.24 A prior approval was approved within the allocation for the conversion of one of the office blocks into 26 apartments. This development has not yet started.

9.25 The UDP allocation contains a large amount of residential that would be inappropriate to allocate for employment. The proposed LAP allocation is restricted to the employment uses and so is a more appropriate allocation for employment.

Industry and warehousing areas

Broadheath Employment Area

9.26 Located to the north of Altrincham town centre and running alongside the Bridgewater Canal, Broadheath is a long established industrial area and is the second largest industrial area in Trafford after Trafford Park. In comparison to Trafford Park, Broadheath serves a much more local market. The allocation as an Employment Area in the LAP has a large number of businesses operating and has good road access from the A56. The area is largely occupied with industrial and warehousing uses, although there are some large retail units present such as an Asda superstore.

9.27 Constraints on the area include some high land contamination, a number of listed buildings nearby and neighbouring residential areas. The west of the allocation is within 300m of a Site of Biological Interest (SBI) and the allocation runs alongside the Bridgewater Canal. Therefore, potential impact on protected habitats is a constraint when considering employment uses for the area.

9.28 According to the 2017 Tractivity search, Broadheath Employment Area had three units on the market and 17 units that had recently been sold for employment use. This is an indication of a healthy market because of a large number of units that have recently been sold or let out and there are a small number of units for sale. This suggests high occupancy and high demand in the area.

9.29 Since 2017, there has also been an application approved for a new A1 food store following demolition of the existing unit and change of the existing Aldi to a D2 use. This application is within the allocation boundary but is adjacent to the retail park. Other applications include a change of use from B1/B2 to a Sui Generis dog day care centre, a new A1 sandwich shop and a new D1 training centre. These applications suggest that there is some pressure within the allocation for non-employment uses. There have also been applications for the erection of a new 598 sqm B8 warehouse and an extension to a B1 unit.

9.30 The allocation is considered to be highly suitable for continued employment use for industry and warehousing.

Dairyhouse Lane Employment Site, Broadheath

9.31 This proposed LAP Employment Site is within the Broadheath Employment Area and is an unoccupied greenfield site on the edge of the Employment Area bounded by Dairyhouse Lane to the north.

9.32 This is the only greenfield site in Broadheath Employment Area. The site is not recorded as being contaminated. Part of the site is within 300m of an SBI and it is a greenfield site adjacent to other greenfield land, this potentially places some environmental constraints upon bringing forward the site for development.

9.33 The site is a natural extension to a long established industrial area with good road connections. Broadheath Employment Area, which the site is within, is considered to be highly suitable for continued employment use. Therefore, the proposed LAP Dairyhouse Lane Employment site has strong potential to be developed for employment use and provide more capacity for Broadheath Employment Area.

Atlantic Street Employment Site, Broadheath

9.34 This proposed LAP employment site is within Broadheath Employment Area in the LAP. A large vacant unit formerly occupied by B&Q has been converted into two D2 leisure units and an A1 retail unit. Adjacent to the former B&Q is a D2 gym. There has been another planning application permitted for a new A1 food store on the site. The site has high contamination and is adjacent to the Bridgewater Canal.

9.35 This proposed site is no longer serving an employment function and is no longer judged to be suitable for employment use.

Hadfield Street Industrial Area, Old Trafford

9.36 This is an Industrial Area in the north of Old Trafford and it adjoins the Empress Conservation Area. Much of the area is made up of small industrial units and warehousing. The current allocation reflects in character the historic nature of the Empress Conservation Area.

9.37 Constraints on the area include an Air Quality Management Area, high contamination, listed buildings and the Empress Conservation Area.

9.38 According to the Tractivity search in 2017, Hadfield Street Industrial Area had one unit on the market and two units that had recently been converted into a deal for sale/rent.

9.39 On the site visits in 2017, areas of vacant land and former industrial buildings that had been converted into offices and residential were identified. There are currently a number planning applications for new residential units awaiting decision.

9.40 This employment allocation is recommended to be reviewed in order to identify any parts that are no longer fulfilling an employment function and could potentially have their employment allocation removed.

Longford Trading Estate, Stretford

9.41 The Longford Trading Estate is to the west of the residential area of Gorse Hill and runs adjacent to the Bridgewater Canal and is separated from the adjacent residential area by a high wall. There is good access to the allocation off the A56.

9.42 Constraints on the area include high contamination, the neighbouring residential area and the adjacent canal causing environmental constraints.

9.43 According to the Tractivity search in 2017, Longford Trading Estate had six units that have recently been converted into a deal for sale/rent.

9.44 The allocation is judged highly suitable for continued employment use for industry and warehousing.

Cross Employment Street Employment Area, Sale

9.45 Cross Street Employment Area is along the A56 at the very north end of Sale and abuts the River Mersey. The allocation includes small industrial units and offices.

9.46 Constraints on the area include an Air Quality Management Area, medium levels of contamination, surrounding residential properties and the River Mersey running alongside the allocation raising environmental constraints.

9.47 The Tractivity search in 2017 returned no results. From the site visits in 2017, the area is mainly occupied but a number of vacant units were identified.

9.48 The draft LAP proposed extending the allocation to include two large buildings that have been converted from offices into a 67 bed hotel with commercial units on the ground floor. To the north of the new hotel, there is a restaurant unit, which is also proposed for employment in the LAP. There is also an office building to the east of Cross Street that was proposed by the LAP to be included in the employment area that has permission to be converted into apartments. These proposed additional sections in the LAP are no longer serving an employment function and are no longer judged to be suitable for continued employment use. Therefore, these sections should be reviewed and potentially be removed as a proposed employment allocation.

Danefield Road Industrial Area, Sale

9.49 Danefield Road Industrial Area is a small allocation to the north of Sale and to the west of the Bridgewater Canal.

9.50 Constraints on the area include high contamination and the neighbouring residential properties, a playing field and the Bridgewater Canal.

9.51 The Tractivity search in 2017 returned no results. There was an application refused in 2018 for the demolition of an existing office building and the erection of 29 apartments.

9.52 From the site visits in 2017, the area was mainly occupied. The allocation is judged suitable for continued employment use for industry and warehousing.

Britannia Road / Dane Road Industrial Area, Sale

9.53 Britannia Road/ Dane Road Industrial Area is in the north of Sale and has access via Britannia Road, which is within Sale Town Centre. The allocation runs alongside the Bridgewater Canal.

9.54 Constraints on the area include medium contamination, neighbouring residential areas and the adjacent Bridgewater Canal.

9.55 The Tractivity search in 2017 returned no results. There have been no planning applications on the site in the last two years.

9.56 From the site visit in 2017, no vacant units were identified. The allocation is judged suitable for continued employment use for industry and warehousing.

Canal Road Industrial Area, Altrincham

9.57 Canal Road Industrial Area is in Timperley and adjacent to the Bridgewater Canal.

9.58 Constraints on the area include high contamination, neighbouring residential properties and the adjacent Bridgewater Canal.

9.59 The Tractivity search in 2017 returned no results. There have been no planning applications on the site in the last two years since 2017.

9.60 From the site visit, no vacant units were identified in the UDP allocation north of the railway line. This section of the allocation is judged suitable for continued employment use for industry and warehousing.

9.61 South of the railway line, the UDP allocation has mainly been developed for housing with the exception of commercial units along Skelton Road. This area south of the railway line is proposed to be removed from the employment allocation from the draft LAP.